January, 1941
In Two Sections—Section 2

LIPPINCOTT
JAN 31

# EDISON ELECTRIC INSTITUTE BULLETIN

## INDEX
FOR
Volume 8

January-December
1940

EDISON ELECTRIC INSTITUTE

# INDEX TO 1940 EDISON ELECTRIC INSTITUTE BULLETIN

## Volume 8


| *Issue* | *Pages* |
|---|---|
| January | 1- 40 |
| February | 41- 88 |
| March | 89-120 |
| April | 121-184 |
| May | 185-248 |
| June | 249-320 |
| July | 321-376 |
| August | 377-416 |
| September | 417-456 |
| October | 457-496 |
| November | 497-536 |
| December | 537-592 |


## General Index


A

Accident Prevention
- Check list plan of Philadelphia Electric Co., 525
- Conserving Our Greatest Asset—Man Power—W. E. Mitchell, 457
- Pole Top Resuscitation Developments—W. R. Smith, 507
- Resuscitation Review Board, 234, 373
- Testing Rubber Gloves with High Voltage D-C—R. W. Chadbourn and W. H. Meade, 235

Accident Prevention Committee
- Chicago Meeting, 222
- New York Meeting, 531
- Personnel 1940-1941, 411
- St. Louis Meeting, 35, 78

Accounting Aspects of Rate Analysis Technique—F. A. Newton, 558
Accounting Conference. *See* National Accounting Conference
Accounting Eugenics—John T. Madden, 555
Accounting Executive Committee, Personnel 1940-1941, 410
Accounting Notes, 245
Adequate wiring, covered neutral cable, 352
Advances in the Use of Electricity—Frederick W. Doolittle, 100
Advantages and Economies in Installation of Precast Manholes by the Caisson Method—Ernest Williams, 107
Advertising
- Advertising to Sell Use—R. G. Kenyon, 141
- Industrial Ads Create Goodwill for Utility, 398

Air circuit breaker, 104
Air Conditioning
- Air Conditioning Loads Exceeds 1,000,000 Kilowatts, 402
- Load Potentialities Through Packaged Air Conditioning—Harry Boyd Brown, 151
- Meeting Competition in Air Conditioning Field—H. Chester Gause, 197

Air Conditioning Committee Personnel 1940-1941, 534
American Free Enterprise and the Future—Philip D. Reed, 321
American Research Committee on Grounding Investigation, 451
American Scientific Congress, 32
American Way of Work—Ralph Kelly, 325
An Executive's View on Rural Electrification—N. M. Argabrite, 417
An Approach to the Development of the Commercial and Industrial Markets—George W. Ousler, 356
An Asymptotic Method of Determining Annual and Accrued Depreciation—Joseph Jeming, 27
Appliance Salesmen Training Course, 26
Appliances
- Appliances Determine Amount of Electricity Used, 52
- Selling the Farmer—T. V. Houser, 159

Are Lenient Collection Policies Profitable?—John A. Williams, 581
Armour Institute of Technology, Summer Courses, 106
Awards. *See* Prizes and Prize Awards

B

Basis for a Program of Capacitor Additions on a Growing Distribution System—V. G. Rettig, 387
Better Copy Contest Winners Announced at PUAA Convention, 373
Better Light-Better Sight Bureau Promotional Material, 416
Better Relations Through Personalized Service—C. M. Turner, 425, 486
Biographies of Committee Chairmen 1940-1941, 446
Book Reviews. *See* Publications
Bottle Neck in Distribution—Carl M. Randel, 131
Boulder Dam
- Financial History of Three Government Enterprises, 9

British Grid
- Financial History of Three Government Enterprises, 9

Building Management's Interest in Modern Wiring Developments—P. C. Hodill, 145

C

Cables
- Identification, 519
- Impulse Tests on Various Kinds of 4800 and 24,000-volt, 474

Canadian Electrical Association
- Montreal Conference, 82
- Seigniory Club Convention, 406

Cavalcade of Electricity Celebration, 175
Christmas Celebration by Ohio Power Company, 527
Classification of Accounts Committee Personnel 1940-1941, 410
Coffin, Charles A., Award. *See* Prizes and Prize Papers
Commercial Market Development, 356
Committees
- *See* specific committee
- Biographies of committee chairman, 446
- Personnel 1940-1941, 410, 466, 534

Conductors, Dancing—R. N. Conwell, 227
Conductors, phase, identification, 519
Conserving Our Greatest Asset—Man Power—W. E. Mitchell, 457
Consolidated Edison Co. of New York, Inc.
- Campaign on radio-phonograph units, 39
- Dealer-cooperative selling plan, 374

Consumers Power Company dedicates new John C. Weadock Station, 371
Continuity of Service as Related to Its Cost and Value—H. R. Woodrow, 305
Cooking Conference, National, 454
Cooking, Electric
- Meeting Obstacles in Promotion of Electric Cooking and Water Heating—Samuel Stites, 171

Corrosion Committee for Electrolysis Mitigation—M. W. Ghen, 231
Covered Neutral Cable Still Helps Sell Adequate Wiring, 352
Creosote Treatment of Douglas Fir Crossarms—L. G. Smith, 517
Crossarms, creosote treatment, 517
Customer Research Pays—Mrs. Genevieve McCrary, 395
Customers' Relations, Commercial Accounting and Collections Committee Personnel 1940-1941, 410

D

Danger in Uniform Accounting—C. L. Campbell, 285
Defense. *See* National Defense
Depreciation
- An Asymptotic Method of Determining Annual and Accrued Depreciation—Joseph Jeming, 27
- Depreciation—Science or Philosophy?—Bernard S. Rodey, Jr., 383
- Fifth Column Tactics in Original Cost and Depreciation Accounting—Samuel Ferguson, 281
- Film used to determine observed depreciation, 404
- Regulatory Aspects of Depreciation—Nelson Lee Smith, 567
- So Depreciation is a Technical Problem!—C. E. Kohlhepp, 288

Depreciation Committee Activities—H. C. Hasbrouck, 544
Depreciation Committee Personnel 1940-1941, 410
Development of Multiple Street Lighting System in Minneapolis—D. M. Bunn and Harold G. Conant, 61
Disposition of Amounts in "Acquisition Adjustments" and "Plant Adjustments" Accounts—C. F. MacRae, 24
Distribution Meets Its Responsibility—H. P. Seelye, 335

Diversified Demand Method of Estimating Residential Distribution Transformer Loads—C. E. Arvidson, 469
Diversity versus Integration—C. W. Kellogg, 195

E

Economic Trends in the Electric Industry—Edwin Vennard, 309
Edison Electric Institute
Resuscitation Awards, 69
Committee Personnel 1940-1941, 410, 466, 534
Biographies of committee chairman, 446
Prizes and Awards. *See* Prizes and Prize Awards
Edison Electric Institute Convention
Acclaimed success, 249
Convention to have wide scope, 179
Problems of the industry to be discussed, 185
Resolution, 249
Edison the Man, film, 240
Effective Coordination of Utility-Manufacturers Selling—C. E. Swartzbaugh, 148
Electric Company Taxes Increase by Nearly $20,000,000 During 1939, 4
Electric Light and Power Industry in 1939, 1
Electric Range Oven Temperature Measurement—T. H. Swisher, 113
Electric Roaster Plan Book for 1940, 216
Electric Utilities Are Prepared—C. W. Kellogg, 255
Electric Utilities' Exhibits. *See* New York World's Fair
Electric Utilities Stake in Experience-Rating Under Unemployment Compensation Laws, 89
Electric Utility Paradox—C. W. Kellogg, 93
Electric Water Heating Committee Personnel 1940-1941, 534
Electric cooking and water heating, meeting obstacles in promotion, 171
Electrical Equipment Committee
Chicago meetings, 223, 449
Cincinnati meeting, 35, 79
Personnel 1940-1941, 412
Richmond meeting, 490
Electrified Farm. *See* New York World's Fair
Empire State Gas and Electric Association
Farm Electrification Council Meeting, 406
Rye Meeting, 493
Employee Information Programs, 421
Engineering Committee Meetings
*See* Specific Committee
Annual Meeting at Chicago—Alexander Maxwell, 221
General Engineering Committee Meetings, spring program, 181
General Engineering Committee Meetings, fall program, 449
Engineering courses, cooperative, 32
Evaluating the Office Training Program—George B. Webber, 572
Evaluation of Customers' Attitudes—P. E. Eddy, 549
Excess Profits Tax—Raymond H. Berry, 545
Executive Interest in Power Sales—H. M. Sawyer, 193
Fair. *See* New York World's Fair
Farm Electrification
*See also* Rural Electrification
Council Meeting, 406
Selling appliances to the farmer, 159

F

Farm Sales Committee Personnel 1940-1941, 534
Faster in 'Forty is the Watchword—H. E. Dexter, 124
Federal Communications Commission, frequency modulation, 84
Fifth Column and Private Enterprise—Col. Robert S. Henry, 277
Fifth Column Tactics in Original Cost and Depreciation Accounting—Samuel Ferguson, 281
Films
Edison the Man, 240
Film used to determine observed depreciation, 404
Foremen's training courses, 423
Young Tom Edison, 97
Financial Statements in Connection with Utility Rate Regulation—H. C. Hasbrouck, 431
Fluorescent Lighting
*See also* Lighting
Fluorescent Lighting Brings New Load Building Problems—John E. Mueller, 443
Fluorescent Lighting Situation—M. N. Waterman, 213
Resolution adopted by General Sales Committee, 125
Forbes, B. C. Award. *See* Prizes and Prize Papers
Foremen's Training Courses, film, 423
Forgotten Men of Power Industry—Payson Jones, 497
Frequency modulation applications accepted for experimentation by FCC, 84
Functional Accounting and Simplification of Internal Reports—L. P. Spacek, 561
Fuse situation, troublesome, 585

G

General Electric Sales Conference, 23
General Sales Committee
Personnel 1940-1941, 466
Resolution adopted on fluorescent lighting, 125
Generation, power, advances during decade, 343
Georgia Power Company
Election of vice-presidents, 258
Reconstruction of single pole transmission line, 513
Government Ownership
Financial history of three government enterprises, 9
Greater New York Safety Council, 84
Grounding Investigation by ARCG, 451

H

Hartford Electric Light Company's Cavalcade of Electricity Celebration, 175
Has Management Benefited from Original Cost Requirements?—Jacob H. Goetz, 575
Holding Company Act of 1935, diversity vs. integration, 195
Home Lighting Equipment Sales Committee Personnel 1940-1941, 534
Home Service Committee Personnel 1940-1941, 534
Household Appliances Committee Personnel 1940-1941, 535
Household electric appliances, consumer's investment, 52
How'm I Doin'?—Dr. Morris S. Viteles, 525
Hughes, George A. Awards. *See* Prizes and Prize Awards
Human Problems of the Utility Industry—Paul M. Downing, 295
Hydraulic Power Committee Personnel 1940-1941, 412

I

I Wouldn't Know About That—James M. Stafford, 315
Improve Your Industrial Sales Methods to Increase the Net Income of Your Company—W. A. Moore, 207
Impulse Tests on Various Kinds of 4800 and 24,000 volt Cable—G. B. McCabe, 474
Industrial Ads Create Goodwill for Utility, 398
Industrial Lighting, 210
Industrial markets, development, 356
Industrial power sales increase net income, 207
Interconnection, diversity versus integration, 195

J

Joint Committee on Standards for Distribution
*See* Standards for Distribution Transformers
Joint Corrosion Committee for Electrolysis Mitigation—M. W. Ghen, 231
Joint Subcommittee on Development and Research, 409

K

Know Your Industrial Customer—R. E. Fisher, 137

L

Lamp survey, 485
Let There Be Light—Howard Coonley, 266
Lighting
*See also* Fluorescent Lighting
Development of Multiple Street Lighting System in Minneapolis—D. M. Bunn and Harold G. Conant, 61
Fluorescent, 213, 443
Industrial lighting, 210
Lamp survey, 485
Let There Be Light—Howard Coonley, 266
Lighting Campaign Builds Load for Middle West Companies, 484
Lighting the Way for Customers and Dealers—Mrs. B. E. Marsh, 156
Resolution adopted on fluorescent lighting, 125
Selling Industrial Lighting—Roy A. Palmer, 210
The Redemption of Darkness—Dr. William E. Wickenden, 153
The Rights of the Eye—Dr. Hugh Grant Rowell, 353
Lighting Sales Committee Personnel 1940-1941, 534
Load Potentialities Through Packaged Air Conditioning—Harry Boyd Brown, 151
Long Range View of the Industry's Gross and Net Revenues—Edwin Vennard, 5

M

Magnetic Storms
Magnetic Storms—A. G. McNish, 361
Magnetic Storm of March 24, 1940, and Effects in the Power System—W. F. Davidson, 365

Magnetic Storm of March 24, 1940 and Effects in the Communication System—L. W. Germaine, 367
Manholes, precast, installation by the Caisson Method, 107
Market Research and Analysis—R. H. Fite, Jr., 19
Marshall R. B. Awards. *See* Prizes and Prize Papers
Martin, Thomas W. Award. *See* Prizes and Prize Papers
Maryland Utilities Association
Baltimore meeting, 120
Ocean City meeting, 455
McGraw, James H. Awards. *See* Prizes and Prize Papers
Meeting Competition in Refrigeration and Air Conditioning Field—H. Chester Gause, 197
Meeting Obstacles in Building Refrigeration Load—Austin Monty, 139
Meeting Obstacles in Promotion of Electric Cooking and Water Heating—Samuel Stites, 171
Meetings and Conventions. *See* Specific meeting or convention
Membership Committee Personnel 1940-1941, 414
Metering practices, standardized, 369
Meters and Services Committee
Chicago meeting, 224
Kansas City meeting, 448, 491
Personnel 1940-1941, 412
Richmond meeting, 78
Method of Cable Identification and Determination of the Identity of Phase Conductors—F. B. Kargle, 519
Minneapolis street lighting, 61
Mr. Davidson goes to the movies at Port Huron, 97
Mr. Dow Looks Ahead, 552
Modern Kitchen Bureau
News, 33, 73, 117, 178, 216, 407, 442, 529
Water Heater Contest, 442
Winners in Newspaper Advertising Contest, 324
More and More for Less and Less—H. L. Wallau, 327

N

National Accounting Conference
Group activities, 542
Program, 499
Review of meeting, 539
To be held at Detroit, 467
National Commercial Cooking Conference, 454
National Defense
Keynote of PEA Convention, 455
National defense and electrical inventions, 394
Resolution of EEI, 249
The Northwest in National Defense—Kinsey M. Robinson, 269
National Electrical Safety Code Revision, 81
National Investors Council, 394
National Power Sales Conference
Program, 115
Review of meeting, 192
Nebraska Rural Cooperatives, 206
Net Revenue, The Sales Objective—C. E. Greenwood, 463
New England Power Association short wave emergency stations, 105
New Method for Determining Relay Selectivity and Coordination—Charles L. Betts, 437
New Mexico celebrates anniversary of Coronado's explorations, 408
New York World's Fair
Electric Utilities' exhibits, 219
Farm Week, 374, 405
Northwest Electric Light and Power Association Meeting, 32, 112

O

Obituaries
Jay Clarence Barnes, 452
William E. Baker, 585
George B. Cortelyou, 503
Henry L. Doherty, 34
William W. Erwin, 452
Louis A. Ferguson, 453
Frank M. Kerr, 287
Walter C. Lang, 280
William P. Law, 585
W. Paxton Little, 34
Edward W. Lloyd, 351
A. H. Markwart, 68
William Alvin Moore, 586
George W. Olmstead, 34
Marshall E. Sampsell, 180
Charles F. Stuart, 586
H. R. Woodrow, 381
Ohio Power Company Christmas celebration, 527
Oklahoma Utilities Association, Tulsa meeting, 589
On Living Electrically—C. E. Greenwood, 15
One Way Street—Bernard S. Rodey, Jr., 291
Original Cost Requirements—M. W. Van Scoyoc, 577
Overhead distribution circuits, radial voltage drops, 509
Overvoltages on transmission systems, 155

P

Pacific Coast Electrical Association
Oakland meeting, 84, 319
Pasadena meeting, 589
Pennsylvania Electric Association
Bedford Springs convention, 455
Operations Section meeting, 244
Personals, 36, 85, 119, 184, 247, 375, 415, 453, 495, 535, 591
Personnel of EEI Committees for 1940-1941, 410, 466, 534
Petroleum Electric Power Association Conference, 587
Philadelphia Electric Company's self-audit plan, 525
Planned Operation of a Reservoir System—Vincent Thiemann, 479
Plant Accounting and Records Committee Personnel 1940-1941, 411
Pole Top Resuscitation Developments—W. R. Smith, 507
Portland General Electric Company Emergency Trouble Dispatching Network—W. A. Leidigh, Jr., 241
Power and Heating Sales Committee Personnel 1940-1941, 534
Power companies and the weather, 18
Power Generation Advances During a Depression Decade—E. L. Hopping, 343
Power sales, executive interest in, 193
Power sales, industrial, 207
Precast manholes, installation by Caisson method, 107
Prime Movers Committee
Chicago meeting, 226
Detroit meeting, 35, 77
Personnel 1940-1941, 412
Pittsburgh meeting, 450, 492
Prize Awards Committee Personnel 1940-1941, 414
Prizes and Prize Awards
Coffin, Charles A., Award Won by Washington Water Power Company, 271
Edison Electric Institute Medal Awards, 69
Judges, 92
McGraw, James H. Awards
First Prize Paper, 387
Second Prize Paper, 437
Third Prize Paper, 479
Report of the Prize Awards Committee, 273
Winners of 1940 Awards, 273
Progress of the Electric Utilities Under Private Ownership—H. S. Bennion, 41
Public Ownership
Utility district proposal rejected by Portland, Ore. voters, 196
Public Relations
Are Lenient Collection Policies Profitable?—John A. Williams, 581
Better Relations Through Personalized Service—C. M. Turner, 425, 486
Employee programs, 421
Evaluating the Office Training Program—George B. Webber, 572
Evaluation of Customers' Attitudes—P. E. Eddy, 549
Human Problems of the Utility Industry—Paul M. Downing, 295
I Wouldn't Know About That—James M. Stafford, 315
Public Relations Activities For a Utility Company—Henry Obermeyer, 103
The Seven C's of Public Relations—Robert T. Livingston, 377
Public Utilities Advertising Association
Better Copy Contest, 88, 373
Chicago convention, 218
Denver conference, 84
Public Utility Holding Company Act
Diversity vs. Integration, 195
Publications
Commercial Cooking and Baking Sales Manual, 39
Electric Distribution Fundamentals, 118
Electric Roaster Plan Book for 1940, 216
Factory Wiring for Resistance Welders, 530
Farm Electrification Handbook, 39
River of the West, 504
Suggestions for Specifications, 466
33 Plus Advantages of Reddy Kilowatt Power, 212
Purchasing, Stores and Transportation Committee Personnel 1940-1941, 411

R

Radio
Emergency Trouble Dispatching Network of Portland General Electric Company, 241
FCC accepts applications for frequency modulation, 84
Short wave emergency station of New England Power Association, 105
Use of radio in special emergencies, 83
Ranges
Outlet through department stores, 162
Temperature measurement, 113
Rate Research Committee Personnel 1940-1941, 414
Rates
Accounting Aspects of Rate Analysis Technique—F. A. Newton, 558
Rates, 1940, Drifting or Sailing—F. A. Newton, 298
Regulation, financial statements, 431
Reconstruction of Single Pole 66 Kv Transmission Line for 100 Kv Operation—J. F. Pennington, 513
Recording paper, electro-sensitive, 334
Reddy Kilowatt
Annual prize awarded to Utah Power and Light Company, 352
Goodwill Ambassador-at-large for 156 Electric Companies, 505
33 Plus Advantages, 212
Refrigeration
Competition, 197
Load building, 139
Sales, 436
Regulation, state, Connecticut, 217
Regulatory Aspects of Depreciation—Nelson Lee Smith, 567
Relay selectivity and coordination, 437
Reservoir system, planned operation, 479
Resolution, EEI Convention, 249
Resuscitation
*See* Accident Prevention
Medal Awards, 69
Review Board appointments, 234, 373
Reviews. *See* Publications
Rights of the Eye—Dr. Hugh Grant Rowell, 353
Rocky Mountain Electrical League meeting, 408, 493
Rubber gloves, testing with high voltage, 235
Rural Electrification
An Executive's View—N. M. Argabrite, 417
Nebraska rural cooperatives, 206

S

Safety. *See* Accident Prevention
Safety Code, National Electrical, revision, 81
Sales Conference. *See* National Power Sales *and* Seventh Annual Sales Conference
Selling Industrial Lighting—Roy A. Palmer, 210
Selling the Farmer—T. V. Houser, 159
Seventh Annual Sales Conference
Program, 55
Resolution on fluorescent lighting, 125
Review of conference—C. E. Greenwood, 121
Short Wave Emergency Stations are Supplemented by Amateur Stations in NEPA System—Wm. J. Belleville and Wendell Phillips, 105
So Depreciation is a Technical Problem!—C. E. Kohlhepp, 288
Some Observations on 37 Employee Information Programs, 421
Some of My Prejudices—Alex Dow, 259
Some Power Problems for Solution—C. H. Purdy, 167
Southeastern Electric Exchange meetings, 118, 588
Standardized metering practices produce economy, 369
Standards for Distribution Transformers, 75, 104, 180, 226, 342, 420, 478, 530
State Regulation of Gas and Electric Companies in Connecticut—J. W. Alsop, 217
Statistical Committee Personnel 1940-1941, 414
Steam Competition—P. D. Lawrence, 201
Street lighting in Minneapolis, 61
Suggested Range of Public Relations Activities for a Utility Company—Henry Obermeyer, 103
Suggestions for specifications for T & D materials, 466
Survival Value—F. Alexander Magoun, 553

T

Taxation
Electric company taxes increase by nearly $20,000,000 during 1939, 4
Excess Profits Tax—Raymond H. Berry, 545
Temperature measurement of electric ranges, 113
Tennessee Valley Authority
Financial history of three government enterprises, 9
Testing Rubber Gloves with High Voltage D-C—R. W. Chadbourn and W. H. Meade, 235
The Department Store as an Outlet for Electric Range Sales—Herschel Lutes, 162
The 1940 Industrial Salesman—T. M. Salisbury, 49
The Northwest in National Defense—Kinsey M. Robinson, 269
The Practical Way Out—C. E. Wilson, 263
The Redemption of Darkness—Dr. William E. Wickenden, 153
The Role of the Utility Accountant—P. S. Young, 583
The Seven C's of Public Relations—Robert T. Livingston, 377
The Treadmill of Debt—William M. Carpenter, 9
To Sell or Not to Sell—C. W. Kellogg, 126
Transformer loads, method of estimating, 469
Transformer standards, 75, 104, 180, 226, 342, 420, 478, 530
Transmission and Distribution Committee
Atlanta meeting, 450, 532
Chicago meeting, 225
Personnel 1940-1941, 413
St. Louis meeting, 35, 77
Troublesome Fuse Situation Developing—O. K. Coleman, 585
Twelve Resuscitation Medals Awarded in 1939—Mae B. Woods, 69

U

Unemployment compensation laws, 89
Use of radio in special emergencies, 83
Utah Power and Light Company wins Annual Reddy Kilowatt Award, 352
Utility-Dealer Sales Committee Personnel 1940-1941, 535
Utilization voltage terms and definitions, 462

V

Van Rye—Etcher of the electric industry, 57
Voltage Drops in Radial Overhead Distribution Circuits—W. R. Bullard, 509
Voltage, utilization, terms and definitions, 462

W

Waddell, Montgomery, testimonial, 176
Wages in utilities reach new high, 248
Washington Water Power Company wins Coffin Award, 271
Water heating, meeting obstacles, 171
Weadock, John C. Station dedicated, 371
Weather and the power companies, 18
We Believed it Then—We Know It Now—L. A. S. Wood, 399
Welding operations, power supply, 530
Westinghouse Electric and Manufacturing Company air circuit breaker demonstration, 104
What Price Prosperity?—Walter D. Fuller, 127
What's Next for 1940?—C. E. Greenwood, 53
Wiring
Building Management's Interest in Modern Wiring Developments—P. C. Hodill, 145
Covered neutral cable, 352
Wiring Handbook to be revised, 209
Wiring Committee Personnel 1940-1941, 535
Wisconsin Utilities Association Convention, 494, 588

# Authors' Index


A

Alsop, J. W.
State Regulation of Gas and Electric Companies in Connecticut, 217
Argabrite, N. M.
An Executive's View on Rural Electrification, 417
Arvidson, C. E.
Diversified Demand Method of Estimating Residential Distribution Transformer Loads, 469

B

Belleville, William J.
Short Wave Emergency Stations in NEPA System, 105
Bennion, H. S.
Progress of the Electric Utilities Under Private Ownership, 41
Berry, Raymond H.
Excess Profits Tax, 545
Betts, Charles L., Jr.
A New Method for Determining Relay Selectivity and Coordination, 437
Brown, Harry Boyd
Load Potentialities Through Packaged Air Conditioning, 151
Bullard, W. R.
Voltage Drops in Radial Overhead Distribution Circuits, 509
Bunn, D. M.
Development of Multiple Street Lighting System in Minneapolis, 61

C

Campbell, C. L.
The Danger in Uniform Accounting, 285
Carpenter, Wm. M.
The Treadmill of Debt, 9
Chadbourn, R. W.
Testing Rubber Gloves with High Voltage D-C, 235
Coleman, O. K.
Troublesome Fuse Situation Developing, 585
Conant, Harold G.
Development of Multiple Street Lighting System in Minneapolis, 61
Conwell, R. N.
Dancing Conductors, 227
Coonley, Howard
Let There Be Light, 266
Craig, A. B.
Meters and Services Committee meetings, 78, 224

D

Davidson, James E.
Mr. Davidson Goes to the Movies at Port Huron, 97
Davidson, W. F.
The Magnetic Storm of March 24, 1940—Effect in the Power System, 365
Davis, F. E.
Meters and Services Committee Meeting, 491
Dexter, H. E.
Faster in 'Forty is the Watchword, 124
Doolittle, Frederick W.
Advances in the Use of Electricity, 100
Dow, Alex
Mr. Dow Looks Ahead, 552
Some of My Prejudices, 259
Downing, Paul M.
Human Problems of the Utility Industry, 295

E

Eddy, P. E.
Evaluation of Customers' Attitudes, 549

F

Ferguson, Samuel
Fifth Column Tactics in Original Cost and Depreciation Accounting, 281
Fisher, R. E.
Know Your Industrial Customer, 137
Fite, R. H., Jr.
Market Research and Analysis, 19
Fuller, Walter D.
What Price Prosperity?, 127

G

Gause, H. Chester
Meeting Competition in Refrigeration and Air Conditioning Field, 197
Germaine, L. W.
The Magnetic Storm of March 24, 1940, Effects in the Communication System, 367
Ghen, M. W.
Joint Corrosion Committee for Electrolysis Mitigation, 231
Goetz, Jacob H.
Has Management Benefited From Original Cost Requirements?, 575
Greenwood, C. E.
National Power Sales Conference, 192
Net Revenue—The Sales Objective, 463
On Living Electrically, 15
Tops Them All, 121
What's Next for 1940?, 53

H

Hasbrouck, H. C.
Depreciation Committee Activities, 544
Financial Statements in Connection with Utility Rate Regulation, 431
Henry, Col. Robert S.
The "Fifth Column" and Private Enterprise, 277
Hodill, P. C.
Building Management's Interest in Modern Wiring Developments, 145
Hopping, E. L.
Power Generation Advances During a Depression Decade, 343
Prime Movers Committee Meetings, 77, 492
Houser, T. V.
Selling the Farmer, 159

J

Jeming, Joseph
An Asymptotic Method of Determining Annual and Accrued Depreciation, 27
Jones, Payson
Forgotten Men of the Power Industry, 497

K

Kargle, F. B.
Method of Cable Identification and Determination of the Identity of Phase Conductors, 519
Kellogg, C. W.
Diversity versus Integration, 195
The Electric Utilities are Prepared, 255
The Electric Utility Paradox, 93
To Sell or Not To Sell, 126
Kelly, Ralph
The American Way of Work, 325
Kenyon, R. G.
Advertising to Sell Use, 141
Kohlhepp, C. E.
So Depreciation is a Technical Problem!, 288

L

Lawrence, P. D.
Steam Competition, 201
Leidigh, W. A., Jr.
Portland General Electric Company Emergency Trouble Dispatching Network, 241
Liversidge, H. P.
Report of the Prize Awards Committee, 273
Livingston, Robert T.
The Seven C's of Public Relations, 377
Lutes, Herschel
The Department Store As an Outlet for Electric Range Sales, 162

M

MacRae, C. F.
Disposition of Amounts in "Acquisition Adjustments" and "Plant Adjustments" Accounts, 24
Magoun, F. Alexander
Survival Value, 553
Marsh, Mrs. B. E.
Lighting the Way for Customers and Dealers, 156

Maxwell, Alexander
Annual Meeting of the Engineering Committees, 221
McCabe, G. B.
Impulse Tests on Various Kinds of 4800 and 24,000 Volt Cable, 474
McCrary, Mrs. Genevieve
Customer Research Pays, 395
McNish, A. G.
Magnetic Storms, 361
Meade, W. H.
Testing Rubber Gloves with High Voltage D-C, 235
Mitchell, W. E.
Conserving Our Greatest Asset—Man Power, 457
Monty, Austin
Meeting Obstacles in Building Refrigeration Load, 139
Moore, W. A.
Improve Your Industrial Sales Methods to Increase The Net Income of Your Company, 207
Mueller, John E.
Fluorescent Lighting Brings New Load Building Problems, 443

N

Neely, Don E.
Civic Cooperation in a Christmas Celebration, 527
Newton, F. A.
Accounting Aspects of Rate Analysis Technique, 558
1940 Rates—Drifting or Sailing, 298
Nimmo, W. F.
Transmission and Distribution Committee Meetings, 77, 225, 532

O

Obermeyer, Henry
A Suggested Range of Public Relations Activities for a Utility Company, 103
Ousler, George W.
An Approach to the Development of the Commercial and Industrial Markets, 356

P

Palmer, Roy A.
Selling Industrial Lighting, 210
Parry, Don
Electrical Industry in Hartford Celebrates Cavalcade of Electricity, 175
Pennington, J. F.
Reconstruction of Single Pole 66 Kv Transmission Line for 110 Kv Operation, 513
Phillips, Wendell
Short Wave Emergency Stations in NEPA System, 105
Purdy, C. H.
Some Power Problems for Solution, 167

R

Randel, Carl M.
Bottle Neck in Distribution, 131
Reed, Philip D.
American Free Enterprise and the Future, 321
Rettig, V. G.
Basis for a Program of Capacitor Additions on a Growing Distribution System, 387
Robinson, Kinsey M.
The Northwest in National Defense, 269
Rodey, Bernard S., Jr.
Depreciation—Science or Philosophy?, 383
One Way Street, 291
Rowell, Dr. Hugh Grant
The Rights of the Eye, 353

S

Salisbury, T. M.
The 1940 Industrial Salesman, 49
Sawyer, H. M.
The Executive Interest in Power Sales, 193
Seelye, H. P.
Distribution Meets Its Responsibilities, 335
Smith, L. G.
Creosote Treatment of Douglas Fir Crossarms, 517
Smith, Nelson Lee
Regulatory Aspects of Depreciation, 567
Smith, W. R.
Accident Prevention Committee Meetings, 78, 222, 531
Pole Top Resuscitation Developments, 507
Spacek, L. P.
Functional Accounting and Simplification of Internal Reports, 561
Stafford, James M.
I Wouldn't Know About That, 315
Stites, Samuel
Meeting Obstacles in Promotion of Electric Cooking and Water Heating, 171
Swartzbaugh, C. E.
Effective Coordination of Utility-Manufacturers Selling, 148
Swisher, T. H.
Electric Range Oven Temperature Measurement, 113

T

Thiemann, Vincent
Planned Operation of a Reservoir System, 479
Turner, C. M.
Better Relations Through Personalized Service, 425, 486

V

Van Scoyoc, M. W.
Original Cost Requirements, 577
Vennard, Edwin
Economic Trends in the Electric Industry, 309
Long Range View of the Industry's Gross and Net Revenues, 5
Viteles, Dr. Morris S.
How'm I Doin'?, 525

W

Wallau, H. L.
Electrical Equipment Committee Meetings, 79, 223
More and More for Less and Less, 327
Waterman, M. N.
Fluorescent Lighting Situation, 213
Webber, George B.
Evaluating the Office Training Program, 572
Wickenden, Dr. William E.
The Redemption of Darkness, 153
Wilbraham, R. W.
Electrical Equipment Committee Meeting, 490
Williams, Ernest
Advantages and Economies in Installation of Precast Manholes by the Caisson Method, 107
Wilson, C. E.
The Practical Way Out, 263
Wood, L. A. S.
We Believed It Then—We Know It Now, 399
Woodrow, H. R.
Continuity of Service as Related to Its Cost and Value, 305
Woods, Mae B.
Twelve Resuscitation Medals Awarded in 1939, 69

Y

Young, P. S.
The Role of the Utility Accountant, 583

Reports,

d Water

148

6

renues, 5

Manholes

305